

ATTACHMENT B

STORMWATER EDUCATION ACTIVITIES

**Los Angeles County Flood Control District & County of Los Angeles
Fiscal Year 2012-13 Summary of Stormwater Education Activities**

The County of Los Angeles Department of Public Works (LACDPW) continued to inform residents about proper disposal of waste and the importance of watershed protection through a multifaceted outreach approach that involved media partnerships, coordination with copermittees, Countywide media campaigns, media relations, K-12 grade environmental education programs, community events, and maintenance of the County's environmental hotline and website. Significant program accomplishments for Fiscal Year 2012-13 included:

Countywide Stormwater/Urban Runoff Public Education Program

- Provided information about the County's pollution prevention programs through the 1(888)CLEAN LA hotline and www.CleanLA.com website, including how to report clogged catch basins and illegal dumping, definitions and examples of Household Hazardous Waste (HHW) and Electronic Waste (E-Waste), HHW and E-Waste collection event schedules, and locations for proper RV sewage waste disposal.
- Coordinated and hosted one quarterly public education permittee meeting in July 2012.
- Achieved over 7.4 million impressions through a paid billboard campaign.
- Cosponsored the 2012 Coastal Cleanup Day in partnership with Heal the Bay.

Used Motor Oil and Used Oil Filter Recycling and Public Education

- Managed the Used Oil Payment Program (Cycle 2) funded by the California Department of Resources Recycling and Recovery (CalRecycle).
- Collected 25,000 used oil filters at 37 selected O'Reilly stores participating in the County's used oil filter collection program.
- Conducted a media campaign to promote used motor oil/oil filter recycling events with television, radio, and newspaper ads that targeted Caucasian, African-American, Hispanic, Chinese, Filipino, and Cambodian DIYer County residents, which achieved approximately 40,811,000 paid media impressions and 9,314,000 added-value impressions. We also conducted one interview promoting the Torrance Filter Exchange Event on KMEX-TV Spanish language television station, which garnered 25,750 media impressions.
- Hosted two used motor oil collection events in Montebello and Monterey Park. A total of 975 gallons of used motor oil and 280 used oil filters were collected from 246 DIYers.
- Held five filter exchange events at CCCs in the following cities: La Puente, Long Beach, El Monte, Covina, and Torrance. A total of 816 gallons of used motor oil and 310 used oil filters were collected from 292 DIYers.

Environmental Defenders Program (K-6 grade)

- Adopted the contract on December 11, 2012.
- Launched the assembly presentation at elementary schools on April 16, 2013, and reached 30,987 students at 78 schools.
- Reached 3,413 adults/children through the following community events: LAEEF, Beverly Hills Earth Day, Cabrillo Marine Aquarium Earth Day, STAR Eco Station Children's Earth Day, Downey Kids Day, Santa Monica Festival, and SoRo Festival.
- Sent two e-mail blasts to promote the free environmental assembly to 2,179 elementary schools in Los Angeles County potentially reaching 901,000 students.

Generation Earth (7-12 grades)

- Enrolled 342 educators from 226 schools, potentially impacting 317,987 students through Generation Earth Professional Development, Waste Reduction and Recycling, and Water Pollution Prevention workshops. The workshops provided the tools for creating an environmental service learning program on school campuses.
- Reached 30,562 students in FY 2012-13 who participated in 176 service learning projects.
- Attended eight community events, reaching approximately 2,230 attendees (educators).